

Monthly end of next week.

Nielsen Integrated

- Scanner + audit (conv. stores) combined
smkt, pkg, VM (800 stores)

NCS, IRI scanning, Nielsen scanning, Key
account databases will be replaced
by Nielsen weekly database + monthly
integrated databases

400/2000 supermarkets - Inventory, Days,
CIS on a
forward basis (not
include stock in
multi rooms)

90 Stores weighted MCV (Super, Dry)
by store count (MVA + Conv.)

to stores w/ promo
5 conditions - of stores w/ promo, feature, display,
premium (not necessarily on display)
- multiple conditions
in a given store \Rightarrow
not additive
exclude buydown price stickers

Price stickers even at history of price for
last 8 weeks, if 5% deviation, then
would be decrease

reported monthly. Baselines currently limited to only the
causal factors currently being collected

L S
~~infinite~~ 200 CPU large

Other causal measures Buydown, Premium, Price promotion, stickers, signals

International - inner trademarks Wholesale club
chain stores